



CALPEEK

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P.O. BOX 1468, BEVERLY HILLS, CA 90213 (310) 659-0205
Dick Rosengarten, Publisher

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VOUCHER UPDATE: GOOD NEWS IS HARD TO FIND.

Veteran campaign consultant Ken Khachigian, who is in overall command of the YES on 174 campaign in favor of the school voucher initiative on the Nov. 2nd ballot, can't seem to get a break. Khachigian has had to contend with two very negative stories about the voucher initiative in the past 2-3 weeks...

...Although Khachigian et al aren't laughing, a July 16th story in the S.F. Chronicle by staffer Erin Hallissy had numerous sources rolling on the floor. Headline: "**Witches Want To Start A School.**" Subhead: "**They back State initiative on vouchers.**" Turns out that a coven of witches in Concord want to open a private school with reading, writing, math, "spell-casting and potion-making" as part of the teaching curriculum. The school would be funded with state vouchers. And folks, the classic fairy tale "Hansel & Gretel" would be banned in this school because it "depicted witches as children-eating monsters." This S.F. Chronicle article is making the rounds and CALPEEK predicts this article will be made into a hard-hitting 30-sec. TV ad against Prop. 174. The NO on 174 campaign is eating this up and Khachigian must be saying to himself, "With allies like this, we don't need any enemies." No kidding...

...The other piece of bad news for YES on 174 came out of Sacto on July 23rd when Legislative Counsel Bion Gregory issued a 15-page legal opinion stating that Prop. 174 was **unconstitutional** because it violates the 1st Amendment's separation of church and State by making public funds available to religious schools. The opinion also said Prop. 174 "probably" violates the 14th Amendment by allowing State money to fund schools which discriminate on the basis of gender. The story got big headlines in the Sacto Bee, but so far the story has failed to appear in the L.A. Times (as of 7/28). YES on 174 sources blasted the

legal opinion and said it was flawed, but great damage already has been done by this Bee article...

...Turning to the YES on 174 campaign team, in addition to Khachigian, the daily mgr. is Joe Weber; media consultant is Charles Cavalier; Tom Hiltachk is the legal counsel; John Nelson is doing op research; David Bienstock will handle ad placement; Arnie Steinberg has been hired for polling; Steve Powell is the creative consultant; Sean Walsh is the communications director; Kevin Teasley is the finance director; and Christopher St. Hilaire has been hired as coalition director. Overall, it's a very savvy and experienced campaign team. Stay tuned...

PART 4: CALPEEK'S EARLY LINEUP FOR 1994.

Editor's note: Here is Part IV of our preview of the 1994 June primary for both major political parties. This week: Secretary of State; Insurance Commissioner; and State Supt. of Public Instruction...

● **Secretary of State** - In 1994, March Fong Eu will have been Sec. of State for 20 years. She rode to victory in 1974 on the issue of doing away with pay toilets for women and has won reelection four times. There's not much activity on either side of the political aisle. Only 3 names in the Republican *rumor mill*: Orange Co. Sup. Gaddi Vasquez, Orange Co. Assemblyman Gil Ferguson; and Sarah Flores, an unsuccessful L.A. Co. supervisor candidate against Gloria Molina. On the Demo side, Assemblywoman Gwen Moore of L.A. says she's running regardless of whether Dr. Eu stays or retires. Will Dr. Eu move on? There have been persistent rumors that she is under consideration for an ambassadorship, but nothing has happened. But if an ambassadorship were offered, you can bet some other candidates would jump very quickly

into this race. Perhaps former L.A. Councilman Michael Woo would be interested...

● **Insurance Commissioner** - Next to Governor, this office under incumbent John Garamendi has become the 2nd most visible Statewide constitutional office in Calif. Some might argue that the AG, with much more power, has greater visibility. With Garamendi seriously looking at governor next year, this office should have gobs of Demos scrambling over one another. Not so. Only one Demo, State Sen. Art Torres of L.A., has openly expressed interest in this office. Looking things over, however, are perhaps three other Demos: State Sen. Patrick Johnston of Stockton; and Assemblymembers Jackie Speier from the Bay Area and Steve Peace from San Diego. For Johnston, this would be a free ride. Peace is chair of the Assembly F&I Cmt., while Speier chairs the Assembly Consumer Protection Cmt. On the GOP side, insurance agent Wes Bannister is once again in the running. And looking things over is Jim Conran, director of consumer affairs in the Wilson Admin...

● **Supt. of Public Instruction** - In case you forgot, Bill Honig has still not been replaced on a permanent basis by Gov. Wilson. He tried to appoint State Sen. Marian Bergeson of Newport Beach, but her appointment was rejected by Assembly Demos. And she's now decided to run for the Orange Co. Bd. of Supes next year. Another potential GOP candidate for this job, State Sen. Becky Morgan of Los Altos Hills, was passed over by Wilson for this job and she's decided to leave elective politics entirely. She retires from the legislature on Aug. 17. With these two out of the way, it would seem that Demo Assemblywoman Delaine Eastin of Fremont would have clear sailing. However, let's not forget two other names: Peter Mehas of Clovis, who was Gov. Deukmejian's education advisor; and Maureen DiMarco of Orange Co., who serves as Gov. Wilson's education advisor. Next week we'll conclude this series with the Board of Equalization...

JACK KEMP TO ADDRESS COMMONWEALTH CLUB.

Former HUD Sec. Jack Kemp will address the Commonwealth Club of CA, 11:45 a.m., Aug. 4, Grand Ballroom, Sheraton Palace Hotel, S.F. Kemp's speech is titled, "An Economic Vision for the 1990s." For info or RSVPs (415)597-6705...

SAN DIEGO COUNCIL ELECTIONS SET FOR SEPT. 21st.
Editor's note: Council elections are coming up in CA's second largest city on Sept. 21st. What's unusual here is that 3 of the 4 incumbent councilmembers are **not** seeking reelection. Here is our first report...

● **1st District** - Incumbent Abbe Wolfsheimer is pulling the plug and won't seek another term. Harry Mathis who ran against Abbe in 1989, is running once again and has hired consultant Bob Glaser. Also running is San Dieguito school board president Dee Rich, who has some good environmental credentials. She has hired consultant Larry Remer. But the favorite in this race is Peter Navarro, who ran for mayor and lost to Susan Golding. It was a bitter campaign and Golding probably won't be too sorry if Navarro lost. He has hired consultant Roger Lee. There are some other candidates in the field, but these are three to watch...

● **3rd District** - Incumbent John Hartley isn't seeking reelection in this heavy Demo registration district. There are about 12 candidates in this field, but the ones to watch are community college trustee Evonne Schulze, who has hired consultant Tom Shepard; former Hartley aide Chris Kehoe, who has hired Roger Lee; Kimberly McManus, chief-of-staff to State Sen. Lucy Killea; and ex-CHP officer Ben Killingsworth. Kehoe and Schulze are the early favorites...

● **5th District** - Incumbent Tom Behr won't run either and he hasn't been around all that long. He replaced Linda Bernhardt, who was recalled in 1991. The leading contenders are Fred Colby, a community college trustee who has hired consultant Bob Glaser; and Barbara Warden, a newspaper publisher who has hired Tom Shepard. Also in the contest are Villa Mills, who is Behr's aide; and Barry Humphries...

● **7th District** - Councilwoman Judy McCarty is seeking a third term. She has hired Tom Shepard. Her main opponent is community planner April Boiling, who has hired Larry Remer. There is one other minor candidate in the race...

● **8th District** - Councilman Juan Vargas, who won a special earlier this year, had to run again this time, but as luck would have it, no one filed against him. An easy win for consultant Larry Remer. Stay tuned...

IF USED THE RIGHT WAY, DONUTS ARE WINNERS.

Editor's note: By now most CALPEEK readers know that **donuts** or **doughnuts** (whichever spelling you prefer), have become part of the Calif. political landscape. Here's a brief report on how donuts, if used properly, can aid an otherwise lackluster GOTV effort...

...How do you induce average voters into turning out in a special election? That was the question facing Demo consultants in 1983, who were running Cecil Green's campaign to replace Paul Carpenter in the State Senate's 33rd district in southeastern L.A. Co. Consultants Larry Sheingold, Jerry Seedborg and Chuck Levin hit upon the idea of giving away a **dozen donuts** to voters who turned in their voter stubs at authorized stores in the area. In the primary, the trio tested this scheme with donuts, hamburgers, hot dogs, pizza and other giveaways. The conclusion: a dozen donuts worked best when targeted to blue collar and Black voter precincts. The result: Green and the Demos pulled an upset and defeated GOP Assemblyman Wayne Grisham. As far as we can tell, this was the first time the donut giveaway was ever used in a Calif. campaign...

...The next time that donuts made a difference was in the 1991 special in L.A.'s old 46th A.D. special, where Barbara Friedman edged by chief rival John Emerson with about 40 votes to spare...

...Why aren't donuts used more often? You can't use the donut giveaway or any giveaway when **federal candidates** are on the ballot, which means that all regular primary and general elections are off limits to various giveaway plans...

...If the donut giveaway usually works, why didn't it work as well for the CA Demo Party in the recent L.A. mayor's race? As you may recall, the CDP attempted to increase voter turnout in the runoff election and spent about \$100,000 on GOTV efforts, including a donut giveaway. Although the turnout was higher than anticipated, it **wasn't** nearly high enough to pull Mike Woo into the winner's circle. Sources suspect that the donut giveaway was off target (it doesn't work well with Hispanic voters) and the giveaway itself was only a half dozen, not a full dozen. Stay tuned...

ALBY WINS 5th A.D. SPECIAL BUT IT'S UNIMPRESSIONING.

Editor's note: The third time was the charm for hard-line conservative Barbara Alby(R), as she defeated Demo Joan Barry by a 48% to 39% margin, to win the 5th A.D. special election July 27. Libertarian Dave Walker got about 6.5% and independent Ron Curry pulled nearly 6%. Voter turnout was 20.73%. Here is CALPEEK's brief analysis of this Sacto-area special...

...Demo *spin doctors* never doubted that Alby would win, but her margin of victory is seen as a sign that the GOP Assembly Caucus may have to spend a small fortune to defend her in 1994 and beyond. Indeed, even some GOP sources told CALPEEK that Alby's inability to score 50% is a sign of weakness. The votes *for Walker and Curry* were seen as an anti-Alby, GOP protest vote...

...So why didn't the Demos put up a better candidate against Alby? Neither Barry nor her major Demo primary challengers, Stephanie Halnan and Linda Davis, were regarded by Assembly Demo insiders as being the right kind of Demos needed to take this seat and hold it. So instead of pumping huge amounts of money into this race, Demos got some of their allies to contribute just enough to hold Alby's margin down. What kind of Demo could defeat Alby in 1994? A pro-choice, pro-business woman who is a deputy DA or AG...

...P.S. Congrats to Alby consultant Bill Saracino; and to consultant Steve Presson, who did the VBM (vote by mail) program for Alby. Stay tuned...

CALPEEK'S 1993 ELECTION CALENDAR

Editor's note: Here's a short election calendar to help you keep track of all the specials, runoffs and other elections...

- **Aug. 3** - Monterey Co. supes runoff election...
- **Aug. 10** - Bellflower card club special election...
- **Aug. 31** - 4th S.D. & 27th A.D. special election...
- **Sept. 21** - San Diego Council elections...
- **Nov. 2** - Statewide Special Election: Props. 168 to 174; San Francisco City Attorney & Treasurer election; San Diego council runoffs; 4th S.D. & 27th A.D. special runoff elections; and 11th S.D. special primary...

**SMOKING WARS: RESTAURANTS GEAR UP FOR JUNE
BALLOT FIGHT OVER L.A.'s NEW ANTI-SMOKING LAW.**

On Friday, July 23rd, the L.A. Hospitality Coalition (composed mostly of hotel and restaurant owners), with support from the tobacco industry, turned in some 96,000 names on petitions to overturn a new law in L.A. which bans smoking in restaurants. Because of this action by the Hospitality Coalition, the city's new law has been put on **hold** until at least June of next year...

...Why the signature drive? Two possible reasons: force a referendum vote on the new law; or hope that the signature drive by the coalition will cause the city council to work out a compromise solution that will satisfy all parties...

...In order to force a referendum, the pro-smoking forces need to have 58,275 valid signatures, which were being checked by city workers as CALPEEK hit deadline. Most sources agree the referendum will qualify --- most likely for the June 1994 ballot. There's just too much work and not enough time for this proposal make the special Nov. 2nd ballot this year. One other thing: it would cost L.A. about \$3.9 million to hold this election in November --- money the city just doesn't have...

...So for the time being, L.A. City restaurants which permit smoking will continue with their 50/50 seating arrangements --- smoking and non-smoking sections. **Is a compromise possible which would make an election unnecessary?** Doubtful, but one possible compromise might be to increase the non-smoking sections of restaurants up to 70% or 80% and to require restaurants which do have smoking to install better ventilation systems...

...If there are no compromises and this battle does go to an election, sources say that the **pro-smoking** forces will use the campaign management services of The Dolphin Group in West L.A. The **anti-smoking** forces will be led by L.A. Councilman Marvin Braude and source say the campaign will be managed by consultants Steve Afrait and Rick Taylor. Braude is fired up to do battle with what he calls, "The Sponsors of Death." Stay tuned...

NEW JOBS, ADDRESSES AND PERSONNEL NOTICES.

Editor's note: Here are some items to mark down in your notebook...

- Andy Ward has been named vice president of Sacto-based Cavalier & Associates...
- Anita Zusman Cohen and Barry Cohen form a new law firm, Cohen & Cohen at 16501 Ventura Blvd., Ste. 401, Encino, CA 91436. (818)377-5439. Firm specialized in lobbying, real estate, bankruptcy and business law...
- Faith Pincus has opened her own campaign management company at 18 Whitman Court, Irvine, CA 92715. Phone (714)854-5553. The firm will be called Pincus Stobbe Communications, Inc., and will specialize in campaigns/pa/grassroots lobbying/and marketing-pr services for MDs...
- Marcela Howell has been named interim executive director for CARAL - So. Calif. She replaces Kate Harris...
- Consultant Mike Lewis has changed the name of his firm from Lewis, Jenkins & Assoc. to Lewis & Co. New address is 1330 S. Valley Vista Dr., Diamond Bar, CA 91765. New phone (909)612-5707...
- Bear Republic Political Services moves to 1924 S. Pacific Coast Hwy., Ste. G, Redondo Beach, CA 90277. (310)543-0580...
- Integrated Direct moves to new location at 231 E. Bristol Lane, Orange, CA 92665. (714)921-8888...
- Dave Zeigler takes over as head of the L.A. Police Protective League from William Violante, who is now a Dep. L.A. City Mayor...
- Tom Hunt takes over as exec. director of the Nat'l Nutritional Foods Assn. in Costa Mesa. He had been with Rose & Kindel in L.A...
- Mark Timmerman has joined the Sacto office of Stoorza, Ziehaus & Metzger as Director of Public Affairs. Timmerman had been with Russo Marsh & Assoc...